





## CITY OF WISCONSIN DELLS

## DESIGN REVIEW COMMITTEE MEETING MINUTES

July 10, 2019

Jesse DeFosse called the meeting to order at 10:00 a.m. Notice of the meeting was provided to the *Dells Events* and posted in accordance with State Statutes.

Present: Alderman DeFosse, Dan Gavinski, Allie Schultz and Ben Borchner.

Others: Stephanie Gunderson, Stephanie (Mortar) Potter, Grace Friske, Dave Leifer, Brian Holzem, La Petit Creperie.

1. Call to order at 10:00 a.m. Attendance noted.
2. Motion by Gavinski and seconded by Borchner to approve May 29, 2019 meeting minutes. Motion carried unanimously.
3. **Sign Applications**
  - a. 791 Plum Street – Waterfall Wellness – Committee discussed with Stephanie Potter the amount of visibility the window coverings would allow. At close range a patrolman or others on the street would be able to see into the building, however an inside view would be concealed to cars passing by. This was acceptable to the committee. The signage itself met the design standards. Gavinski motioned to approve Option #2 provided by the business owners. Borchner seconded, motion passed unanimously.
  - b. 1101 Broadway – Fiesta Café – The committee approved the second rendering of the proposed new signage for the pole sign and felt it best met the design standards. Schultz made a motion to approve option #2; Borchner seconded. Motion passed unanimously.
  - c. 742 Eddy Street – San Antonio's – Borchner motioned to approve the proposed sandwich sign to be used on the sidewalk in front of the café to advertise menu items, contingent on any other advertments be removed. Gavinski seconded. Motion passed unanimously.
4. **Building/Site Plan Applications**
  - a. 214 Broadway – Too cute - Gavinski motioned to approved the request from Bob Kane to paint and do needed maintenance to the building that houses “Too Cute” based on

the color palette provided to the committee. Schultz seconded; motion passed unanimously.

**5. Outdoor Seating/Dining Application**

- a. La Petite Creperie – Sidewalk Café – Gavinski motioned to table the discussion regarding the addition of a second table in front of the café. During discussion there were many questions concerning the movement of existing benches, the measurement of the space and the size of the tables and chairs. Also, there was concern of any leasing issues between the café and Bill Anderson. The committee would like to hear more information and see a more finished proposal that includes mention of size of furniture and situation on the city benches. Borcher seconded, motion carried unanimously.
6. Façade Improvement Grant Projects – None
  7. Items for Future Meetings – None
  8. Next Meeting is set for Wednesday, July 24, 2019.
  9. Motion to adjourn by Borcher, seconded by Schultz. Motion unanimously carried and meeting adjourned at 10:25 a.m.

---

Stephanie Gunderson

Mt. Olympus  
1881 Wis Dells Parkway  
Monument / Pole Sign  
DRC 072419

The City has received rendering for new entrance signs at the Mt. Olympus entrance closest to Top Secret.

This request is for two (2) ground signs on either side of the entrance to Mt. Olympus off of Wisconsin Dells Parkway near Top Secret.

The historical separation requirement for ground signs has been 100 ft. The separation for off-premise pole signs was increased to 200 ft in 2018. The initial request was for the new entrance signs to be approximately 60 ft apart on either side of the entrance. The application was updated to accommodate the 100 ft ground sign separation.

It is noted that the base of the sign contains all the signage. The base of the sign is 10ft tall by 15 ft wide for a total of 150 sq ft on the monument sign. There is a 16 ft tall Zeus figure on top that contains no text. Monument and pole signs are allowed a maximum signage of 300 sq ft.

The nearest other pole signs are the Top Secret sign approximately 270 ft to the north and the current Mt. O Main Entrance sign approximately 780 ft to the south.

While the proposed signs have a solid base like a Monument sign, their total height of approximately 27 ft exceeds the existing 20 ft height limitation for a Monument sign. A Pole sign is allowed a maximum height of 45 ft.

Each individual sign appears clearly within the standards..

Chris Tollaksen  
City of Wisconsin Dells

Sculpture - 98 sq. ft

16' 7 5/8"

Pedestal - 150 sq. ft

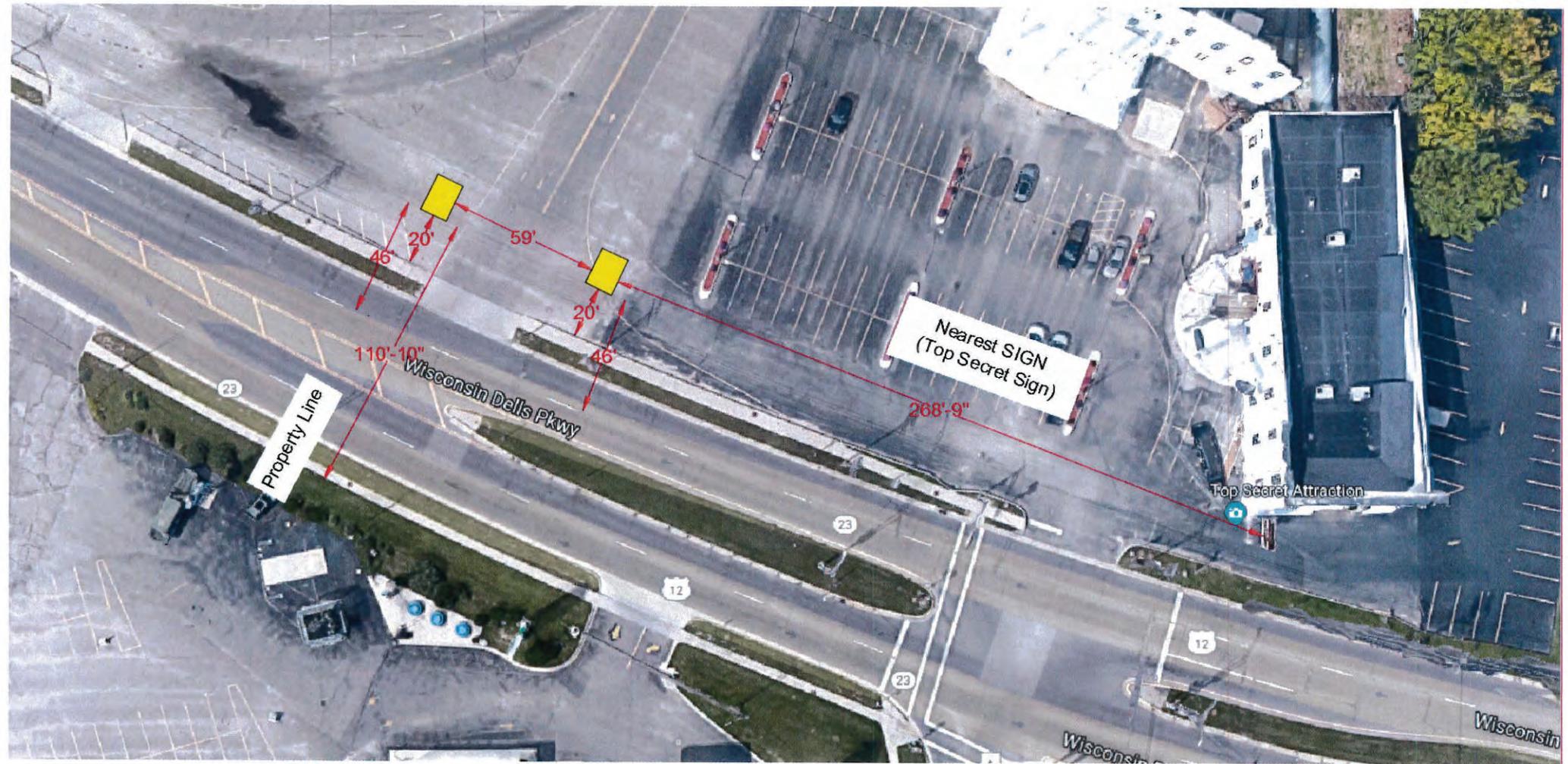
TOTAL: 248 sq. ft











original submittal with 60ft separation

Staff Comment

513 Broadway – Asgard Axe Throwing

Portable Sign

DRC 07/24/19

The City has received a request from Asgard Axe Throwing to place a portable sign in front of their business at 513 Broadway

The terrace area at this location is at a rather steep grade making it difficult to place a sign.

The standards state that portable signs shall be no more than six (6) sq ft.

The applicant has stated this sign is 24" x 45" for a total of 7.5 sq ft.

The applicant is requesting a waiver due to the nature of the traffic volumes.

Prepared by: Chris Tollaksen

**From:** Nick Marcum <asgardaxe@gmail.com>  
**Sent:** Monday, July 22, 2019 4:21 PM  
**To:** Chris Tollaksen <ctollaksen@dellscitygov.com>  
**Subject:** Re: portable sign

I was hoping we could get an exemption being that we are the last building on the strip. The strip basically dies the block before our block. Is there a possibility I can come to the meeting and talk about it?

On Mon, Jul 22, 2019, 4:18 PM Chris Tollaksen <[ctollaksen@dellscitygov.com](mailto:ctollaksen@dellscitygov.com)> wrote:

Standards are a maximum of 6 sq ft.

Chris Tollaksen

City of Wisconsin Dells

Zoning Administrator

608 253-2542

**From:** Nick Marcum <asgardaxe@gmail.com>  
**Sent:** Monday, July 22, 2019 4:16 PM  
**To:** Chris Tollaksen <ctollaksen@dellscitygov.com>  
**Subject:** Re: portable sign

2ft wide 45" tall

On Mon, Jul 22, 2019, 4:05 PM Chris Tollaksen <[ctollaksen@dellscitygov.com](mailto:ctollaksen@dellscitygov.com)> wrote:

Do you have dimensions?

|

Chris Tollaksen



ASGARD  
AXE THROWING

ASGARD  
AXE THROWING

PIZZA  
AXE  
THROWING  
BEER

VICTORY

PIZZA

EASY RING

DRY

NO VEHICLES  
PARKING  
OPERATING  
IN THIS AREA



**PIZZA  
AXE  
THROWING  
BEER**

DEPARTMENT OF AGRICULTURE,  
TRADE AND CONSUMER PROTECTION



License, Permit or Registration

The person, firm, or corporation shown below has complied with the Wisconsin statutes and is authorized to engage in the activity indicated.

ACTIVITY	EXPIRATION DATE	I.D. NUMBER
<b>Restaurant - Prepackaged</b>	30-Jun-2020	KSTZ-BBYQHF
LICENSEE MAILING ADDRESS	NOT TRANSFERABLE	BUSINESS / ESTABLISHMENT ADDRESS
DENNIS MITCHELL 4125 8TH LN WISCONSIN DELLS WI 53965		ASGARD AXE THROWING 513 BROADWAY WISCONSIN DELLS WI 53965

Permits expire on June 30th; it is the responsibility of the licensee to make sure all applicable fees are paid by the department before July 1st or a late payment fee will be assessed.

If you do not receive a renewal form prior to June 30th from your licensing authority, you must send in your payment for renewing your permit to the following address:

WDATCP-LICENSE RENEWAL  
DRAWER 296  
MILWAUKEE, WI 53293-0296  
(608)224-4720

Provide the name of your facility and the ID number.

Staff Comment  
La Petite Creperie  
Sidewalk Café – Second Table  
DRC 07/10/19

The City has received an application from La Petite Creperie to set up another table at their Sidewalk Café in front of their existing Walk-up service window in an existing window at 116 ½ Broadway. The applicant sells food and beverages from the Walk-up window building to people standing on the sidewalk. However, the applicant has no seating for patrons to consume the items. In 2018 they received approval to use a 8ftx7ft area in the red sidewalk terrace area directly in front of their booth to place a table and some chairs. The applicant installed some planters on either side of the table and chairs, and place the sign that was approved last year in the red concrete terrace, to delineate the seating area.

They would like to add a second table and chairs, which would be in front of the paintball business next door. They have submitted written approval from the owner of the paintball business (Bill Anderson).

Any approval should carry the contingency that the applicant remain diligent in keeping the area well maintained and ensuring the table and chairs stay in the red concrete terrace and do not encroach on the sidewalk. The seating also must maintain a 2 ft set back from the back of the curb.

Contingencies of approval:

1. The seating area is well maintained.
2. The tables and chairs do not encroach on the gray sidewalk.
3. The tables and chairs maintain a 2 ft set-back off the back of the curb.
4. **A table or bench will be removed if space concerns arise. (added)**

**NEW FOR 072419**

During the initial review of this request several questions were raised and the item was tabled. The questions included: The space available for the second table and leasing issues between the café and Bill Anderson

The space issue was considered during their initial request for the first table that was installed directly in front of the property they operate out of. At that time they submitted a sketch that indicated they would be utilizing a 5ft diameter area to accommodate a 3.5 ft diameter table and 4 chairs. They have submitted a plan that indicates there is a total distance of approximately 13 ft between a city bench to the west of their space and a city bench to the east of their space. The applicants plan indicated the bench to the east has another bench 4 ft east of that. They applicant has suggested moving the first bench over 2 ft, leaving 2 ft between the benches, and now provided them with **15 ft** for two (2) tables with chairs. The updated photosim provided demonstrates how were the second table would go. The photosim does NOT show the bench moved to the east.

Some general searching for table and chair spacing found a number of recommendations of 18 inches around a table for chairs and 24 inches between chairs at separate tables. Or, 6.5 ft for each set of 3.5 ft table and chairs, with 2 ft in between. This is a total of **15 ft** for two sets of tables and chairs. These recommendations come from standards for banquets, and also include a recommended 2 ft outside the tables for a service lane, which in this case would be between the chairs and the benches. If there was a desire to maintain this extra separation between the chairs and benches a total of **19 ft** would be required.

Included are the banquet seating standards. Also included are the plans for the furnishings in the Café Zone constructed by the City. The round tables are the same size as being proposed here. These plans appear to show varying amounts of space for each table, but they do seem to follow the approximately **6.5 total** required diameter around each table, with no additional "Service aisles" in between.

The question about the leasing issue with Bill Anderson is a misunderstanding. There is no leasing with Bill Anderson. However, as the space they will be utilizing is in front of a business Bill Anderson operates, they cannot use that space if Bill Anderson does not want them to. Essentially, **Bill can NOT GRANT** them permission to use the space, but he **CAN DENY** them permission to use the space.

Given the concerns with the space available, it seems prudent that any approval would be clearly revocable. If the table is allowed to be installed and space concerns arise, the applicant would be obligated to ensure those issues are resolved. This could include removal of one of the benches in front of the paintball business or removal of the second table entirely. It should be made clear that use of this second table if front of a neighboring business is completely at the pleasure of the City and the adjacent business owner. If at any time the City determines in its sole judgement that the second table is creating a nuisance that cannot be resolve, the City retains the right to require the second table to be removed. If at any time the adjacent business owner determines that they do not want this table in front of their business, and they revoke their approval for the applicant to place the table in front of their business, the table shall be removed.

Prepared by: Chris Tollaksen

photosim



existing table



proposed table





## “HOW MUCH SPACE IS ALLOWED BETWEEN TABLES AND CHAIRS?”

&

## “HOW MANY PEOPLE CAN WE FIT?!”

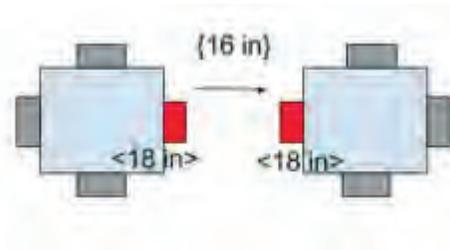
---

Here are all your Table Spacing Answers!

---

### General Event Table Spacing

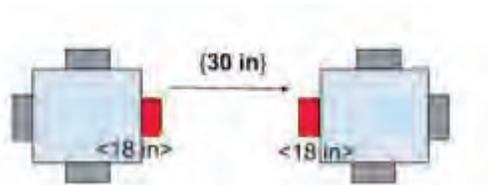
The minimum space needed between tables as per hospitality guidelines, without incorporating a service aisle is 52". This gives 18 inches between the chair and table, and then a minimum of 16 inches between the backs of each chair.



---

### Table Spacing with a Service Aisle

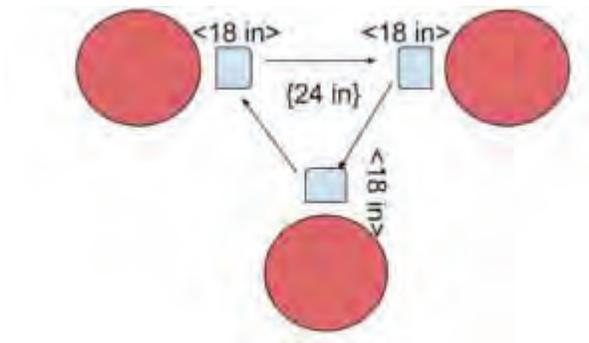
The minimum spacing when incorporating a service aisle is the same as general event table spacing except instead of 16 inches between the back of each chair it is increased to a minimum of 30 inches.



---

### Space Between Round Tables

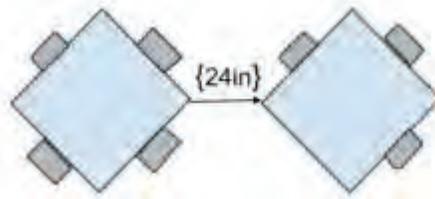
The minimum spacing that should be allowed for banquet style seating with round tables is 60 inches. This gives the standard 18 inches between chair and table and then 2 feet (24 inches) in between the backs of chairs. (Although this very rarely happens, as most venues & event planners try to maximize space by squeezing everyone: They usually increase 8 to 10 people at 5-foot tables and 10 to 12 people at 6-foot tables. They then squeeze table together as well doing 16 inches instead of 24 inches, leaving little room for guests and service staff when using round tables .



---

### Table Spacing

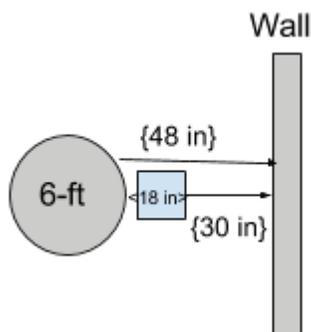
When doing unique table layouts at events, or at your restaurant it is important to have a minimum of 2 feet between the edges of each table, allowing for walking space/service aisles.



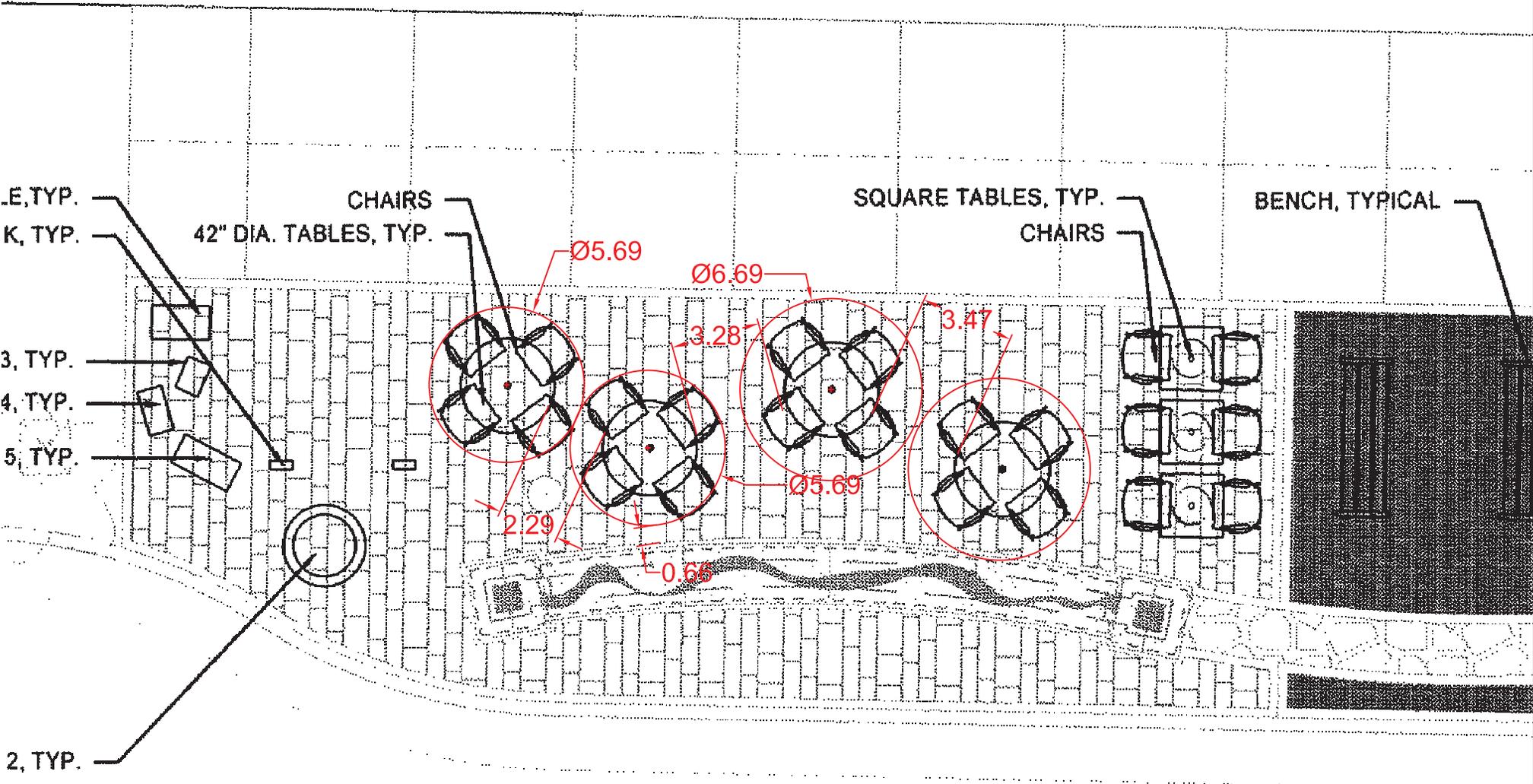
---

### Space Between The Walls

The minimum space needed between tables and the wall as per hospitality guidelines is usually a minimum of 48 inches. This gives us our usual 18 inches between the chair and the table, and then a "service aisle" spacing of 30 inches from the back of the chair to the wall.



cafe zone furnishing plan - North side (west half) - in front of PopCon  
 (previously Felicia's fun wear)

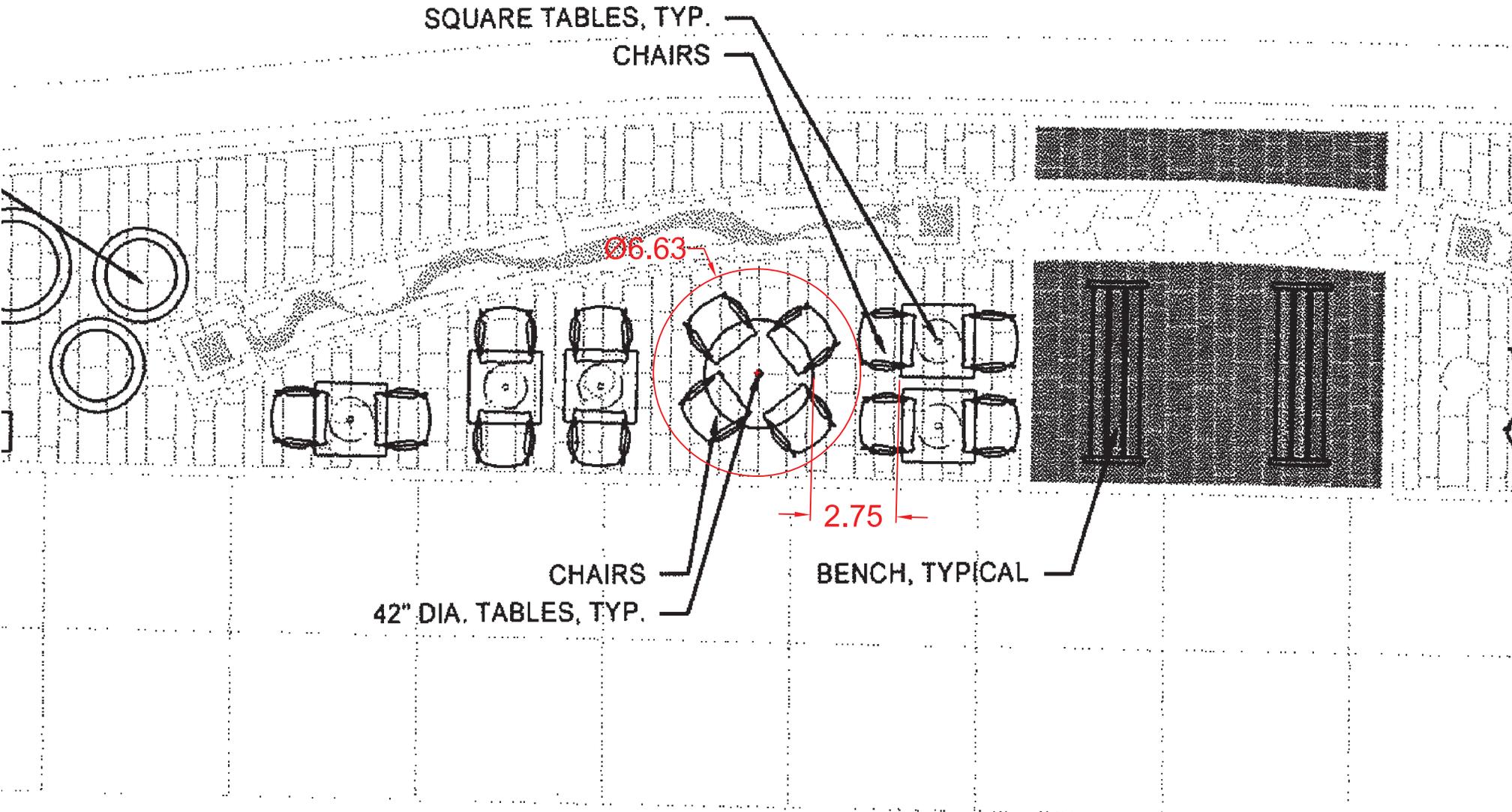




© 2019 Google

Google Earth

cafe zone furnishing plan - South side (east half) - in front of Macs





MACARONI *and* CHEESE S

**MACS**

**MACS**  
KITCHEN AND TRUCK

1421

50-70%

Some more